

GRAPHIC DESIGNER (SCHOOLS)

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for the preparation and production of the graphic arts and photographic materials required to meet the audio-visual, public relations, advertising and printing needs of the school district or BOCES. Work is performed under the general direction of an administrator with leeway for independent judgement. The incumbent is expected to work in accordance with established practices and procedures in assisting customers by providing products, services and innovate ideas. The work is performed under general supervision. Supervision over subordinates is not normally a function of this position.

TYPICAL WORK ACTIVITIES:

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all-inclusive and does not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Confers with agency customers to discuss and determine design strategies to be able to advise clients on the best approach to deliver messages that reach target audience;
2. Develops ideas and concepts and produces samples for customer's review;
3. Reviews final designs with clients and makes needed improvements;
4. Designs various printed and electronic products by selecting appropriate graphics, placement of illustrations, proper color, style, and size of fonts;
5. Creates illustrations for websites, banners, newsletters, magazines, flyers, videos, e-books, etc. by applying design fundamentals such as color, space, layout, and typography;
6. Ensures that agency design guidelines regarding logos, color themes and other creative aspects are consistently and accurately applied across all platforms;
7. Develops specifications for creative products and services to be produced externally; and obtain quotes from vendors;
8. Tracks time and resources spent on projects;
9. Coordinates projects with outside vendors, including making files production-ready. Ensure that jobs are produced and delivered as specified by the customer;
10. Maintains a library of assets (e.g., photos, logos, illustrations, etc.) and ensure efficient storage for easy retrieval by staff;
11. May prepare slide film shows and assist in their presentation to groups, take photographs to be used in multiple media, shoot and edit videos, and record and edit audio tracks;
12. May assist in the preparation of and participate in public relations activities and presentations;
13. May order supplies and equipment.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the techniques, equipment and materials used in the production of graphics art work; good knowledge of the principles, procedures and terminology of digital photography, film developing and printing, videography; skill in the operation of graphics process and cameras, and digital processing of images; ability to learn the operation of computerized copy setting and graphics equipment; ability to compose mechanical and free-hand graphics art works for internet and print applications; ability to communicate effectively, both orally and in writing; resourcefulness; tact; physical condition commensurate with the demands of the position.

GRAPHIC DESIGNER (SCHOOLS) (Cont'd)

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a high school equivalency diploma, AND:

- EITHER: (A) Bachelor's degree and two (2) years of full-time paid work experience involving the use of graphic art and design skills, including the development of graphic material;
- OR: (B) Completion of two (2) years (30 credits equal one (1) year) and three (3) years of full-time paid work experience involving the use of graphic art and design skills, including the development of graphic material;
- OR: (C) Five (5) years of full-time paid work experience involving the use of graphic art and design skills, including the development of graphic materials;
- OR: (D) An equivalent combination of training and experience as indicated in (A), (B) and (C) above.

NOTE: Your degree or college credit must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education

SPECIAL REQUIREMENT:

Possession of a valid Driver License to operate a motor vehicle in New York State at time of application and to maintain the position.

ADOPTED: 06/04/19